

Department of Public Instruction

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<http://www.nd.gov/dpi>



Safe and Healthy Schools – December 2015 Update

Funding Opportunities

The **Safe & Healthy Schools** unit in the ND Department of Public Instruction (DPI) does not have a Funding Opportunities document for December 2015. To see last month's opportunities please see: <http://www.nd.gov/dpi/Administrators/SafeHealthy/WhatsHot/FundingOpportunities/>.

Fruit-flavored Tobacco Products Target Kids

Smokers start young. According to the Centers for Disease Control and Prevention more than 80 percent of adult smokers start before the age of 18, 95 percent start before age 21, and 99 percent start before age 26. Because their brains are still forming, [adolescents are particularly vulnerable](#) to the addictive effects of nicotine. These facts present both a problem and an opportunity for a solution. The problem is that young people who try tobacco and other nicotine products can easily get hooked. The solution is keeping young people tobacco-free and nicotine-free through the critical adolescent and young adult years. But the tobacco companies aren't making that solution easy. That means targeting young people with new products made with flavors like chocolate, vanilla, strawberry, grape and watermelon. While flavored cigarettes are no longer allowed to be marketed in the United States due to the U.S. Food and Drug Administration Family Smoking Prevention and Control Act, the regulations do not cover other tobacco and nicotine products. That loophole has led to a wide range of flavored products, including e-cigarettes, snus, smokeless tobacco, little cigars, and nicotine orbs and lozenges, all flavored and packaged like candy. Unfortunately for today's kids, the tobacco companies' tactics are working.

A [recent study](#) by the Centers for Disease Control and the Food and Drug Administration shows that 70 percent of U.S. middle and high school students who have used a tobacco product in the past 30 days have used at least one flavored tobacco product during this period. About 18 percent of all high school students reported using at least one flavored product in the past 30 days. E-cigarettes (8.8 percent) were the most commonly used flavored tobacco product among high school students, followed by hookah (6.0 percent), cigars (5.3 percent), menthol cigarettes (5.0 percent), any smokeless tobacco (4.1 percent), and tobacco in pipes (0.7 percent).

In addition to enticing kids with sweet flavors, many of the new products present additional challenges for keeping kids tobacco-free and nicotine-free. Smokeless products are much easier to use secretly and don't leave behind a telltale aroma. Even their packaging helps camouflage the contents, with bright wrappers and small plastic dispensers that make the product almost indistinguishable from candy, gum or mints. Tobacco companies are trying to lure our kids with new products and [aggressive marketing](#) aimed at young people. Some things you can do:

- Talk to students about the dangers of *all* tobacco and nicotine products.
- [Is your school tobacco-free?](#) If not, talk to administrators, principals, teachers, staff and parents about adopting a 100 percent tobacco-free policy on school grounds and at all school events. [The Center has resources available](#) to help your school implement a comprehensive tobacco-free school policy.

- Support tobacco-free parks and playgrounds in your community.
- Support policies that help keep cigarettes out of the hands of young people for *all* tobacco and nicotine products.
- Set a tobacco-free and nicotine-free example in your home.

[One out of three kids who start smoking will die](#) from a tobacco-related disease. Tobacco takes a terrible toll in addiction, disease and death, and we all pay the price in the financial burden placed on our healthcare system. Over the years we've made tremendous progress in helping adults who want to quit using tobacco and in keeping kids tobacco-free. But there are new challenges from new products designed to entice kids and entrap them in a lifetime of addiction. For more information to keep kids smoke-free, tobacco-free and nicotine-free through the crucial adolescent and teen years, and for the rest of their lives, please see the [BreatheND website](#).

Parents for Healthy Schools Resources

Parents for Healthy Schools is a set of resources that school groups (e.g., PTA/PTO, school wellness committee) can use to engage parents in helping schools create healthy school environments for students. The purpose of *Parents for Healthy Schools* is to motivate and educate parents to be part of creating a healthy school environment for their children. School groups that work with parents (e.g., PTA/PTO, school wellness committee) can use these resources to: Educate parents about school nutrition environment and services, school-based physical activity and physical education, managing chronic health conditions in the school settings, provide parents with practical strategies and actions to improve the school environment, document and share the progress parents are making in promoting healthy school environments. For more information on *Parents for Healthy Schools*, please see:

<http://www.cdc.gov/healthyschools/parentengagement/parentsforhealthyschools.htm>

Injury Prevention and Control Conference

The North Dakota Department of Health, Division of Injury Prevention & Control will hold the 5th Annual ND Conference on Injury Prevention and Control: "Bringing the Pieces Together" on August 10-11, 2016 at the Radisson Hotel 6th and Broadway in Bismarck, N.D. Topics will include: General Injury Prevention, Suicide and Mental Health, Bullying, Domestic/Sexual Violence, Traffic Safety and many more.

Continuing education credits will be requested for nurses, social workers, licensed counselors, law enforcement, emergency medical services, teachers, domestic violence advocates, community and master certified health education specialists. For further information, call 800.472.2286 or visit

www.ndhealth.gov/injury/trainings.htm. Registration will be available soon.

New Appropriate Practices in School-Based Health Education

FREE, SHAPE America Guidance Document gives teachers, administrators, curriculum specialists and teacher trainers a detailed blueprint for designing and delivering health education that meets national, state and local standards and frameworks.

Created by SHAPE America and a task force of exemplary health educators, **Appropriate Practices in School-Based Health Education** lists best practices for:

- Creating a positive and inclusive learning environment that engages students in learning the skills they need to live healthy lives.
- Implementing a sequential, comprehensive curriculum —aligned with the National Health Education Standards and other relevant frameworks —that is skills-based, with an emphasis on developing health literacy.

- Employing instructional practices that engage students in learning and in developing their health-related skills.
- Using assessments that measure student growth, knowledge and health-related skill development.
- Advocating for a positive school culture toward health and health education.
- Maintaining high standards of practice.

For more information:

http://www.shapeamerica.org/publications/products/appropriatepractice_schoolhealth.cfm

If you have any questions on the above information please contact Kate Schirado at kmschirado@nd.gov or (701) 328-2098.